

## BUDGET MESSAGE

### Media plan

To: All

From: Buddy

Here's the collective line of thinking.

### **Wednesday, September 2, 2009**

- Social media to set the stage (Laura)
  - Twitter
  - Facebook

Message: Just finished meeting w/budget advisors; revenue situation dire; cuts coming

- Tasks: Media advisory for Thursday (Laura); draft op-ed for Sunday newspaper (Lucien); talking points for Thursday press conference (Rebekah); produce graphic illustration of what Gov will announce tomorrow) - all drafted for review and approval, then given to Gov by COB TODAY.

### **Thursday, September 3, 2009**

- 1 p.m., press conference to announce budget cuts; distribute press release; live webcast
- Social media
  - Twitter
  - Facebook
- Shoot and post primary clip from the news conference to the web site, so we can include a link to it in the e-mail to supporters (Dan)
- E-mail to "The Machine" and friends
- E-mail to legislators w/talking points based on Gov's press conference (Andrew, Parks)
- E-mails to MEC, NFIB, MMA, Bankers

Message: Just announced 5% budget cuts due to revenue shortfall; very serious situation; must cut now or problem festers; this may be just the beginning; need to educate all Mississippians as to serious nature

### **Friday, September 4, 2009**

- Shoot and post video clip of Gov on-camera (Dan)
- Link sent to The Machine & friends

Message: Serious shortfall in state revenue; education still higher than '09 actual; budget growth not sustainable; beyond the necessary cuts, "business as usual" won't solve the problem; must seriously look

at fundamental changes in the way state government is funded and operates.

- TASKS: Draft press release for Tuesday announcing a blue ribbon commission to study reforming state government

### **Sunday, September 6, 2009**

- Op-ed published in (Clarion-Ledger, Sun-Herald, or Daily Journal)

### **Monday, September 7, 2009**

LABOR DAY

### **Tuesday, September 7, 2009**

- 7:05 a.m. Gallo Show
- ?6 p.m. MPB live; tv and radio

Message: Unfortunately everyone has to share this burden, including education, which after these cuts is still funded higher than its peak year of FY 2008; the time for just stitching up the budget is gone - now it's time for major surgery